



Veszprém-Balaton 2023
European Capital of Culture

In Progress

CEO's greetings



We are going through what is one of the most exciting periods of the Veszprém-Balaton 2023 European Capital of Culture programme, as we have already left the planning and preparation phase behind and entered the implementation phase. We can now look back on a number of successful events and initiatives, and cooperation with the municipalities in the region is also becoming increasingly close.

Our ongoing calls for proposals open up new horizons for those who want to make a difference in the region. Veszprém and the region are increasingly experiencing an atmosphere of excitement and anticipation, a cultural buzz, community organization and cohesion, which we hope will define the long-term appeal of our region.

Our aim for the European Capital of Culture programme is to draw national and international attention to the exciting milieu of the Veszprém-Bakony-Balaton region, rich in opportunities, experiences and innovation. We are convinced that the region's potential is such that it deserves at least as much international attention as worldwide popular Tuscany or Provence, premium tourist and cultural attractions. Come and meet us at our programmes and get more familiar with us and the region!

Alíz Markovits
CEO
Veszprém-Balaton 2023 Jsc.

Introduction / In Progress

Time flies almost imperceptibly and month by month we are approaching 2023, the ECoC VEB2023 programme year. In the recent period we have launched several projects, and organized lead-up events such as the highly successful 2020 Film Picnic. We have also started our volunteering programme and begun to contact municipalities in the region that wish to join the programme. Naturally, all this has been done in line with our horizontal principles (which are accessibility, sustainability, and child-friendly programme development), and we will continue this routine in the future.

The past year has brought several difficulties due to the Coronavirus pandemic, as we were unable to carry out some of our planned events, retreated to online space and built our community through our Facebook and Instagram pages. We organized online public forums to offer help with our applications and questions about the programme - this was the online Q&A forum - and this year we organized our Hungarian Poetry Day and Mother's Day activities outdoors, partly as elements of an online campaign.

But when summer came, life around Lake Balaton picked up again. Our first CultNet bases, the Garten Contemporary Art Fair in Lovas, the Bánya (Mine) in Salföld and Pegazus in Szentbékkálla opened one after the other. We welcomed film fans to four days of cinema at the Hungarian Motion Picture Festival, organized jointly with the National Film Institute; we also took part in events such as the Anna Ball of Balatonfüred, the Klassz a pARTon (WatARTfront) programme series and the Valley of Arts. In Veszprém, the end of summer was again time for music and dance: the Auer Festival, the Veszprém Early Music Days, the Street Music Festival, the Rosé, Riesling and Jazz Days, VeszprémFest and the Festival of Dance were all a great success, while we added to the musical palette with a continuous programme flow of live music evenings at the Papírkutya (Paper Dog) culture bistro.



International Relations x VEB2023

Did you know?

One of the goals of the European Capital of Culture programme is to enhance the European values and continue spreading Hungarian culture on the international scene. Our team is at constant work to energise the European cooperation of ECoC Veszprém and the Bakony-Balaton region, thereby brightening and invigorating its cultural offer.

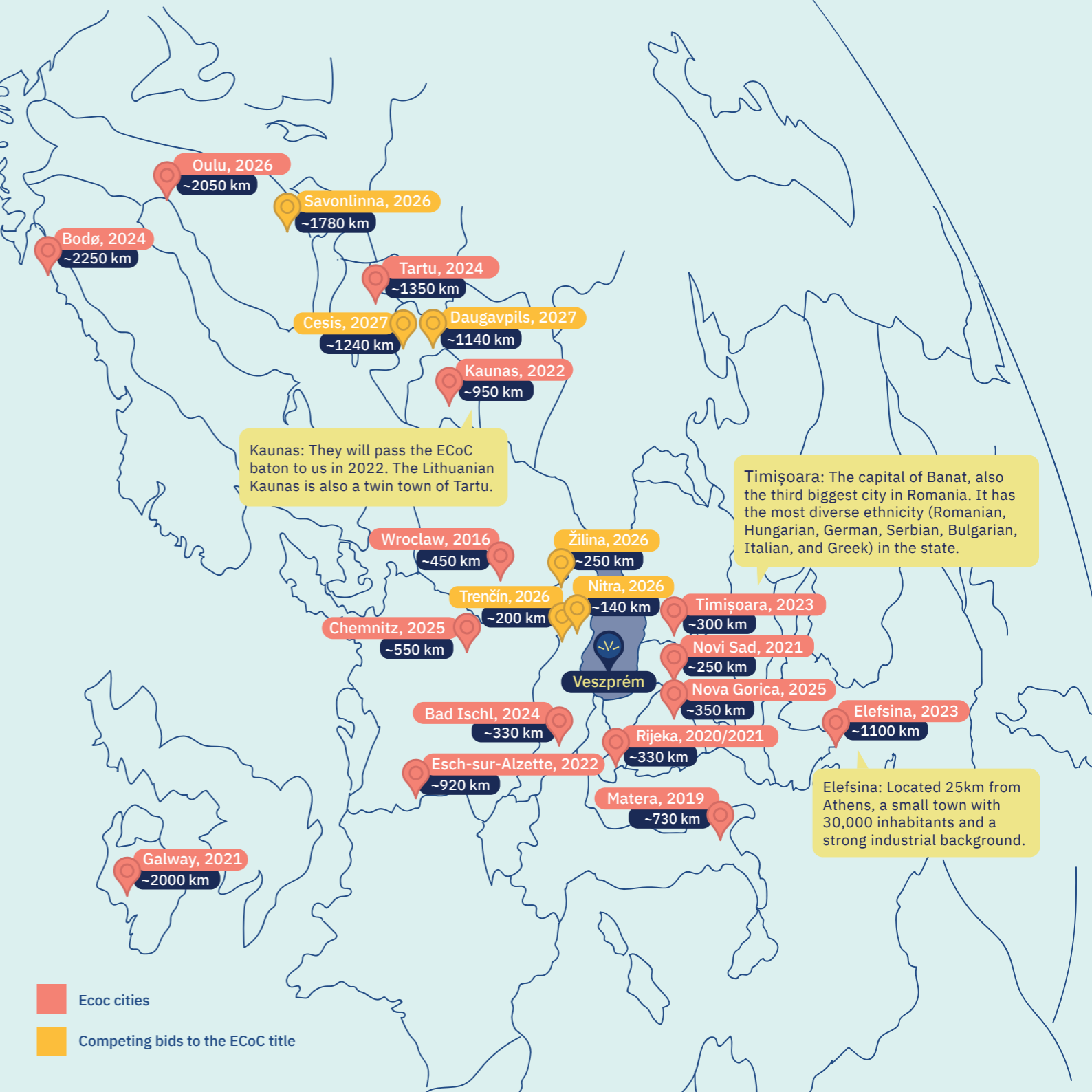
International partners contribute greatly to our programme’s success: we are involved in active dialogue with Veszprém’s twin towns and the teams of former or future ECoC title winning cities in the fields of communication, cultural and artistic programme development, community building, exchange of professional experience, institutional cooperation or volunteering.

Currently, we are collaborating with the following ECoC cities:
2016 Wrocław; 2019: Matera 2020/2021: Rijeka, Galway; 2022: Esch, Kaunas, Novi Sad;

2023: Timișoara, Elefsina; 2024: Tartu; Bad Ischl, Bodo; 2025: Chemnitz, Nova Gorica, 2026: Oulu

Competing bids for the ECoC title: 2026: Trenčín, Žilina, Nitra, Savonlinna; 2027: Césis, Daugavpils

The partnership with Tartu, Estonia is particularly important, since this is the earliest town-twinning arrangement of Veszprém, but it is also true with respect to Kaunas, Lithuania, Elefsina, Greece and Timișoara, Romania, the latter two being ECoC title holding cities in 2023. With these, programme development is especially tightly planned due to the shared programme year. Out of the town-twinning arrangements cooperation is most intensive with Sfântu Gheorghe, Transylvania – the city bade for the ECoC 2021 title –; however, we are planning on providing separate attendance opportunities to the other twin towns in certain projects.





Júlia Bucz

The COVID-19 pandemic and its aftermath have made it clear that we should focus on the Carpathian basin and the V4 Group within the Central European area, as our goal is to become an outstanding cultural and creative region of Central Europe.

From 2021 onwards, a new element in our relational capital is the EUNIC (European Union National Institutes for Culture) Hungary cluster and the international cultural institutes brought together by the organization as well as the embassies and consulates working in close cooperation with them.

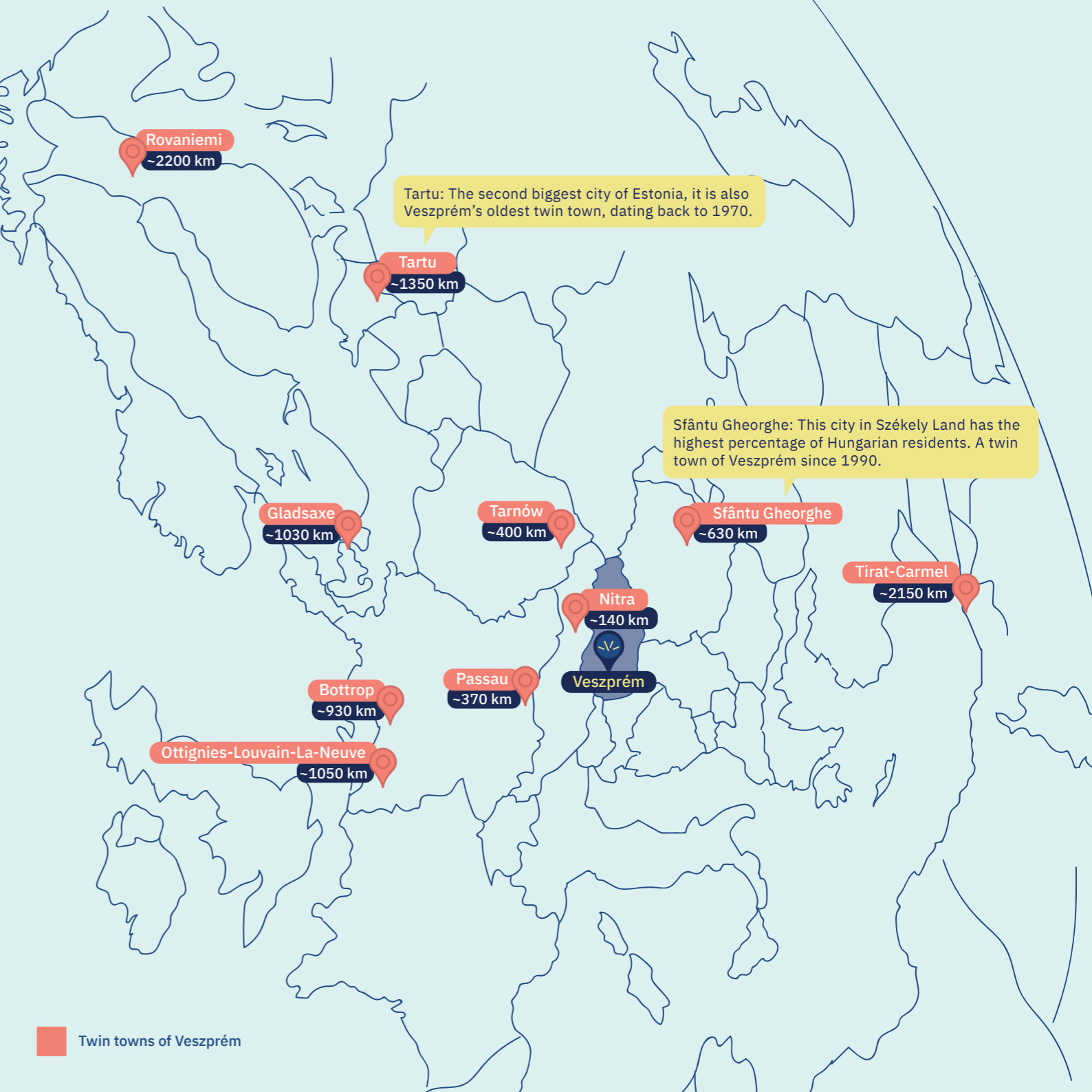
The Institut Français de Budapest provides special ongoing support to us from 2021, and we are currently negotiating with the Cervantes Institute, the Estonian

Institute, Finnagora, the British and the Japanese Embassies in Budapest, and also with the General Representation of the Government of Flanders.

The EU-Japan Fest adds outstanding assistance in our projects related to Japan, and the promotion of our projects in Austria has already started in 2021.

„We consider it especially important that these connections to our international network should not only exist in the short term but should result in long term cooperation, and this established relationship capital should remain there for Veszprém and the region beyond 2023.”

Júlia Bucz, VEB 2023 International relations Manager





Zoltán Mészáros

Projects x VEB2023

This year has been full of excitement for us, as we have launched a number of events and programmes which have brought us closer to achieving our horizontal objectives and which are intergral elements of our long-term plans. As part of our gastronomy programme package, jointly with the Balaton Association we organized the Competition of Balaton Wines in a new style, where ECoC’s white, red and sparkling wines were also selected. Among our music programmes, we have launched the Soundplay development programme for music with Hangvető, which aims to create innovative popular music sessions, choirs and community music experiences, as well as the ,zero waste’ music and literature evenings, the Ruin Concerts, and the Hungarian Motion Picture Festival in collaboration with the National Film Institute.

ECoC wines and the Competition of Balaton Wines

On the second weekend of June, the prestigious Competition of Balaton Wines was held for the eighteenth time, and in a new format: this year the event started with a fresh look, new jury members and a new jury chair owing to the input of the ECoC VEB2023 programme. The jury was chaired by Dr. Gabriella Mészáros, founder of the Wine College and a WSET graduate wine expert, and the jury also included specialist wine writers, wine academics and a social jury with judges such as brain research professor Tamás Freund, President of the Hungarian Academy of Sciences, opera singer

Erika Miklósa, and fashion designer Katti Zoób. In 2021, the white wine category of the European Capital of Culture Veszprém-Balaton 2023 will be represented by Tornai Winery’s Aranyhegy Juhfark from the 2019 vintage; ECoC red wine 2021 is the Peripheria merlot 2017 from Rubin Winery in Balatonkeresztur, while in the sparkling wine category, the ECoC champagne is the Lellei Furmint Brut 2017 methode traditionnelle from Garamvári Estate. The title of Veszprém City’s Wine 2021 was won by the 2018 Premium Chardonnay from Villa Pátzay Wine Estate in Badacsony.

„The Competition of Balaton Wines has a long history; this year we organized it for the 18th time. We hope that in the future this prestigious event can even grow into a mini-festival.”
Zoltán Mészáros, VEB2023 Chief Programme Development Adviser





Kultháló (CultNet)

The aim of the CultNet programme is to support micro-regional artistic and creative-industrial communities which are able to address, activate and integrate the broadest layers of local civil society, connecting local and European horizons of cultural value creation. Grassroots, self-organizing creative communities open up and make tangible a hitherto unknown dimension of a specific, and location-specific identity of Lake Balaton. The experience of art at the CultNet bases seeks to introduce and establish social practices of participation, thinking together and cooperation. A series of events, workshops and forums of an interdisciplinary nature will offer connections, gateways and ties between seemingly distant actors,

local and big city contexts, traditions and genres between concentric circles of national and European self-determination, all with doors wide open. Garten Balaton in Lovas, a venue for promoting contemporary art, is the first base for CultNet VEB2023, but the initiative has also been joined by the Bánya (Mine) in Salföld, a community space for art workshops, concerts, theatre and literary events in the heart of nature, the middle of an old mine, and had its debut in summer 2021. Pegazus in Szentbékáll, one of the most vibrant meeting points of the Hungarian cultural scene in the Balaton Uplands since 2015, also opened its doors this year as a cultural hub.

Hangjáték (Soundplay)

Popular music training, choir revivals, activities for young children - these are the actions that launched Soundplay, the music development programme of the Veszprém-Balaton 2023 European Capital of Culture programme in June 2021. The mission of Soundplay is to develop the musical culture of Veszprém and its surroundings, and give as many people as possible in Veszprém the opportunity to play an instrument. As a first step of Soundplay, a wide consultation with local professionals has been started and is still ongoing. From autumn 2021, we will launch programmes and sessions that are designed to complement already available music education opportunities. The programme will support music communities, and one of our primary aims is to expand the toolkit for music education. To this end, we are contributing to the

musical development of young children, but we also want to establish a music education centre for popular music to provide music education for all age groups, and to showcase the activities of musicians and music teachers in the region. The first event of Soundplay took place this summer in Kapolcs, in the Valley of Arts, where we hosted singing and drumming workshops.

Did you know?

Veszprém has the highest number of live music concerts per capita, one of the reasons why the city was awarded the UNESCO City of Music title in 2019. This makes us a member of the UNESCO Creative Cities Network, which so far only Budapest has joined from Hungary. This recognition and membership of an international network is very important for us, as it also helps us in our international endeavours.





Project Cholnoky

The Cholnoky family used to play a crucial role in the cultural history of the developing city of Veszprém and the Balaton Uplands; therefore it is essential for us to present the high-level artistic and academic activities of the family members on a broad scale.

The work of the well-known Cholnoky family members is tightly bound to the City of Queens (Veszprém) and its surroundings. The project started on 23rd July 2021, on the 151st anniversary of Jenő Cholnoky's birth, is designed like to present the widest possible spectrum of the 'Cholnoky heritage' in order that locals and tourists visiting town could learn why a school, a hospital, a housing estate and other memorial sites in the region have been named after the Cholnoky family. During the project, many collaborations will be

established, among others in contact with Laczkó Dezső Museum, House of Arts Veszprém, Local History Association of Veszprém County and Eötvös Károly County Library. Many books and publications will be presented in connection with the Cholnoky family; travelling exhibitions, street art projects and theatre performances will also help us revive the story of the family.

Did you know?

It was not only to Veszprém that writer and geographer Jenő Cholnoky had ties, but to Balatonfüred as well: a commemorative name plaque has been mounted in Gyógy square next to the Hospital for Cardiology.



Gergely Hamza

Formákon túl (Beyond forms)

Objects of certain types can evoke whole mindframes of life: this is certainly true of holiday home gates and fences around Lake Balaton. They evoke carefree summers with their perfectly chosen colours; yet they tell us much more. Looking behind them we may catch a glimpse of a social milieu from the 60s and 70s when they were made. Fences separating lots, flat-roofed summer houses and small-wheel folding bikes propped against walls were typical of the newly created holiday resort atmosphere. With their aery thin lines and frames, fences and gates are virtually symbolic: they are not signs of closure and seclusion but rather those of complex social relationships. These fences are also important because they are not meant to cover up anything. What's more, one is really able to see through them! It is not only in the physical but also in the figurative sense that they convey a lot of information about the worlds of those who ordered and made them. They tell stories of the subtle and intricate relations between holidaymakers and locals, and at the same time make tangible the channels of cooperation created between them. Among other things, they attest to a popular survival technique of the period, work done by factory hands and craftsmen for out-of-

pocket pay, which in fact was the way many holiday home fences could be made. Beyond forms piloted with a series of photographs by Marietta Varga and Fülöp Schmal, but local residents and holiday home owners have also been invited to join the collection.

Gergely Hamza - Communications Manager, Beyond forms

„In the Beyond forms project we are exploring a corner of Lake Balaton holiday culture that no one has ever explored in depth before. These fences are all part of a tiny universe, telling stories about the makers and their clients that we are still able to record for posterity now, but in a few years it might be too late. What is more, the project will also introduce visitors to concepts and partners with which and with whom we have serious plans until 2023. Soon after the launch, there were already countless fans of the colourful fences on Lake Balaton, and many look on exploring fences as a new hobby. For example, one of our followers who works as a photo editor spent a day wandering around Zamárdi during his holiday and gave us more than 40 professional fence photos. He even did some research fieldwork, which really goes above and beyond everything.”





János Can Togay



Rajmund Németh

Magyar Mozgókép Fesztivál (Hungarian Motion Picture Festival)

The Hungarian Motion Picture Festival was held from 23rd to 26th July 2021, organized jointly by ECoC VEB2023 and the National Film Institute. We welcomed cinema fans and representatives of the Hungarian film industry to three cities at several indoor and outdoor venues. The festival, whose programme was based on the slogan „Four Days of Cinema”, not only offered screenings of Hungarian premieres and classics, but also concerts, gastronomy events, exhibition openings, book shows and children’s programmes.

The Hungarian Motion Picture Festival was initiated by ECoC VEB2023 Artistic and Creative Adviser János Can Togay, with the idea of transforming the region into a Hungarian film festival destination which will attract significant international interest, not only in the lead-up years and in 2023, but also beyond. It was at his initiative that the Hungarian Film Festival moved to the Veszprém-Balatonalmádi-Balatonfüred triangle

in a renewed form. You can hear about the festival and ECoC VEB2023’s ambitions in the first part of the 2023 Podcast, launched earlier this year, at www.veszprembalaton2023.hu/2023-podcast and on the 2023 Podcast Spotify page.

Rajmund Németh - Cultural Project Manager, Hungarian Motion Picture Festival
„The Hungarian Motion Picture Festival is clearly a success, as in just five months we created a co-production festival with the National Film Institute that was easy to receive and enjoy for both professionals and audiences. That is why next year we will also put on the Hungarian Motion Picture Festival, with plans of more exclusive venues, more outdoor screenings and more accompanying programmes. We want to organize a vibrant, dialogue-based, community-building event that locals and, of course, film professionals can be proud of.”





Péter Muraközy

Utcakép Program (Street Management Programme)

Through our Street Management Programme, we support the establishment of businesses that contribute to the vitality of the old town of Veszprém. We want to reactivate the city centre's commercial spaces that have been vacant for years with gap-filling new functions which will further broaden the city's cultural and service palette and add colour to grey weekdays... We dream of galleries, cafés, coffee shops, chandleries and bookshops that will be fun to visit by locals and tourists alike.

The first step in the programme was the opening of the Papírkutya (Paper Dog) culture bistro in 2020, followed by Füge (Figs) Ice Cream Yard and Café in May 2021. In the autumn of 2021, the KUNSZT design shop and café opened, featuring products by local craftsmen and designers. Another new addition will be the Wine & Vinyl bar with local wines and vinyl record collections.

As a native of Veszprém, born and bred, I am delighted that through the Street Management Programme we are supporting gap-filling services which bring vibrant life back to the buildings in the city centre. This will make the city a much more colourful, exciting and liveable place for residents and visitors alike.

Péter Muraközy, Head of Operations VEB2023



Richárd Varga

Ruin Concerts

Veszprém and the Balaton Uplands have a unique wealth of medieval heritage: passing through the settlements of the region, visitors will very often come across ruins of monasteries, cloisters, churches, chapels and castles. These ruins are now being filled with life and art under the European Capital of Culture Veszprém–Balaton 2023 programme series called Ruin Concerts.

These events with a focus on literature and music are quite unlike big festivals, which attract crowds: they offer a chance for more personal, more intimate meetings between artists, audiences and the environment itself. For this very reason, these events will admit a much lower number of visitors, 100-150 persons at most. All performances are designed to be zero waste events.

The Ruin Concerts series was launched in August 2021 and it was exactly what we have previously planned: a picturesque venue at the Margaret Ruins in Veszprém; intimate vibes; catchy acoustic chords and

what is most important: an open-minded and receptive audience!

Did you know?

The Ruin Concerts series is a familiar, small series of events, where you can sit within an arm’s length from the performers and after the event you may have a chat with them.

Richárd Varga – Cultural Project Manager, Ruin Concerts

“The beauty of Ruin Concerts is that every event has a limited number of seats and the performances are held at the ruins of Veszprém or the Balaton Uplands, where there is no big stage, therefore the distance is also closer to the performer. Here everyone is within arm’s reach; we can enjoy the fusion of music and literature in a familiar, cosy atmosphere, and if we would like to ask something, we will have the chance to do so after the programmes. There is no backstage here: we can spend the night with the musicians, litterateurs, and invited performers as if it were an evening in the company of close friends.”





Region x VEB2023

In order to cooperate as effectively as possible with the actors in the region, we have set up a regional cooperation programme, which currently has more than 100 participating municipalities.

This year, we also launched a regional roadshow, with presentations and discussions to help municipalities that have already joined or wish to join the programme in the future. In 2021, the series of events visited 7 locations over 3 months, during which time we met 125 partner actors.

The roadshow was a notable success for us, with 17 new towns and cities joining as a result.

For further information on regional accession please read our regional accession brochure and go to the veszprembalatton2023.hu website.

Community x VEB2023

The fundamental idea behind the ECoC VEB2023 programme is that we can only achieve our goals through the power of community. For every project and event, we strive to think together with institutions, civil organizations and local authorities, and it is important to build a community out of those interested in VEB2023 so that we can shape the years ahead together.

Volunteering, the Shinies (Ragyogók)

Volunteering plays a key role in all successful ECoC programmes, as it is a tool that engages the community by activating it and helping people to gain new experiences and participate in community life.

Did you know?

We have already started to put into practice our three horizontal principles - sustainability, visitor-friendliness and family-friendliness: this year we launched our re-cup project to reduce plastic use and waste, we set up a baby-mummy room at the Street Music Festival to promote family-friendliness, and at the Hungarian Motion Picture Festival, in addition to supporting the collection of selective waste, we also made the films screened accessible to our deaf and hard-of-hearing guests.

We are all volunteers in one way or another, because at times we help our neighbours, take on tasks at our

children’s school or nursery, pick up litter in the woods near our homes, or plant trees in our streets. We would like to see this positive social phenomenon spread widely and contribute to the success of the ECoC VEB2023 programme in our city and region. Our volunteers, the Shinies, have already helped the VEB2023 team at several events to orientate and guide the participants of the programmes, such as the Filmpicnic, the Hungarian Motion Picture Festival, the Street Music Festival, and numerous smaller activities, such as the first two stages of our VEB2023 SMARTER TOGETHER knowledge sharing event.

Did you know?

The Shinies team is very diverse both in terms of interest and age. Our youngest volunteer is a secondary school student, while our oldest Shiny is over 80!





Experience Commissioners

In the programmes of Veszprém-Balaton 2023, we work with many volunteers who consider it a great experience and a great opportunity to contribute to the success of the events with their insights, outspoken and honest attitude and creative ideas. Our Experience Commissioners, who come from all over the country, attend the events chosen by us, but register and access the same services as anyone else. They are not distinguished from the people who come to have fun, gain experiences and relax. Yet they attend events with a different eye, more critically, to fill in the questionnaire prepared by ECoC when they get home. Then they take part in assessment after the event to bring up ideas and questions that can be clarified through personal feedback so that the next event can be organized at an even higher level.

In this way, more and more people can feel they own the programmes, as they are active participants and their opinions matter. Of course, applicants come with different motivations. Some simply want to be part of ECoC programme implementation, curious to see what goes on behind the scenes. Others want to contribute to the bigger picture through their experience, critical thinking and diverse perspectives.

Did you know?

Veszprém also applied for the European Capital of Youth 2024 title and has successfully qualified for the second round. The city's application aims to promote more active participation and intergenerational links among young people, and involve young people from disadvantaged backgrounds. This will not only benefit the local population, but also the international youth who visit the city.

VEB2023 VELED (VEB2023 With You)

VEB2023 With You is a series of interactive events to share ideas in connection to our programmes and infrastructure investments. VEB2023 With You is open to all, offering face-to-face meetings with our accessible colleagues and collaborating partners for those who are interested in the ECoC VEB2023 programme and want to actively shape it. Through these personal meetings, people can become

active participants in the programmes, and their organization, based on a common set of values, and at the same time help promote the messages that the ECoC VEB2023 programme wishes to convey by reaching out to city, regional and international actors. Another special feature of the event series is that it is based on knowledge and information sharing and networking.

Community planning – Jutasi Road housing estate

One of our biggest infrastructure investments is the development of the Jutasi Road housing estate, which is being implemented through community planning. We launched the planning process in May 2021 - the first step was to consult residents about the planned interventions, using a questionnaire, and the results were reviewed and made public in July.

The questionnaire explored the values, problems, desires and fears connected to the four designated intervention areas - Táborálláspark, Kálvin János Park, the park between Diósy Márton Street and Bóbita Nursery, and the park in front of Deák Ferenc Primary School.

We want to create community spaces in the Jutasi Road housing estate where residents and visitors can meet each other, spend their free time in a useful and productive way, play sports and enjoy outdoor events.

Did you know?

Approximately 60,000 people live in Veszprém, a third of them in the Jutasi Road housing estate. The foundation stone of the housing estate was laid exactly fifty years ago, in 1971, and since then nearly twenty-seven thousand flats have been built.



Calls for proposals x VEB2023

During the preparatory period of the 2020/2021 calls for proposals for VEB2023, nearly 200 proposals were received from the ECoC region. We are delighted to have been able to support a number of innovative initiatives and developments over the past period, all of which have served to enrich and add colour to the VEB2023 Capital of Culture Programme and prepare cultural operators.

Our previously launched Pajta (Barn) Programme and CultNet Programme, as well as our Street Management Programme calls remain open, and from mid-autumn we will relaunch a simplified format for supporting cultural-arts programmes, as well as opening up our

funding opportunities for complex or larger-scale arts initiatives. Smaller civil initiatives and citizens' ideas will be supported by a 'Microgrant' package. This autumn, we will also launch a training series to support successful project planning and proposal writing to help applicants.

We are delighted that this year's projects in the participating municipalities have focussed on cultural and artistic events, and have resulted in a number of programmes that have brought local people and visitors closer to classical and contemporary art, music or theatre.





Gyula Porga

Sponsoring x VEB2023

The Veszprém-Balaton 2023 European Capital of Culture programme can only be a complete success if it addresses the economic operators of the region in addition to the population, local communities, cultural institutions and associations. By the beginning of the summer, a plan was in place to contact as many businesses as possible and establish partnerships that will allow them to benefit from ECoC VEB2023.

VEB2023 Business Club

The programme is based on the ECoC VEB2023 Business Club, which acts as a facilitator to connect actors, provide information, and support the development of joint projects. It provides networking opportunities, bringing together cultural, political and economic operators as well as representatives of local community organizations. The first step in the process is to raise awareness of the programme itself, and then work together to find the linking points that will bring real value to each business.

There are many such points, since the horizontal principles of the Veszprém - Lake Balaton 2023 European Capital of Culture programme: environmental sustainability, family and visitor-friendly activities, as important pillars of the programme, are also among the values of a 21st century, open-minded company.

For businesses in the region, the series of programmes can have a number of positive effects, as the related developments, the cultural programmes being launched and the creation of a nationally prominent creative industrial area as an economic stimulus goal all serve longer-term regional development. Businesses in the region will feel the economic stimulus first-hand, as a region with a vibrant cultural scene and community spaces can also be an attractive career destination for employees.

As **Veszprém City Mayor Gyula Porga** stressed at our TOP50 event, the first stage of the ECoC VEB2023 Business Club aimed at addressing regional businesses:

„The real stake of reaching out to and involving regional companies is not what will happen in Veszprém and the Bakony-Balaton region in 2023, but what will be preserved and further developed after 2023.”



Szilvia Bonyhádi

VEB2023 Terítéken (On the Table)

In addition to having breakfast and tastings together with discussions, the events of the On the Table programme offer the opportunity to meet local producers, small businesses and local initiatives in need of support, which the invited companies can also join in a targeted way.

Did you know?

The On the Table series visits small producers in the region (e.g. winemakers, cheesemakers, etc.), where our prospective and existing sponsors can learn about the activities of their hosts.

Szilvia Bonyhádi– Project manager, On the Table sponsoring event series

„The aim of the On the Table series is to bring to the attention of potential supporters tiny, lovable things which are at the same time very important to communities and organizations, but which usually remain unnoticed by funding circles. It could be a dehydrator for a nursery to make healthy meals for children using fruit and vegetables from local producers, or green space renewal for a local institution. We want to raise awareness of the importance of working together and the truth of the saying that many small things make a big difference.”

Outlook / 2022

Elements of ECoC’s programme in 2022:



Music festivals, concerts, music education

We want to „harness” MUSIC (in capital letters) - its listening, production, cultivation, marketing, education and service - as a system to achieve a single goal: by 2030, Veszprém should be the municipality with the highest number of people playing an instrument!



Film programmes

Recognising the importance of building the prestige of Hungarian cinema, the importance of strengthening the relationship between the film and cinema profession and audiences, and linking up to the tradition of the Veszprém Television Festival, we have set ourselves the goal of making Veszprém - Balaton 2023 European Capital of Culture create a new home for the Hungarian film festival in the Veszprém-Balatonfüred-Balatonalmádi triangle, taking advantage of the opportunities offered by the cultural event series.



Gastronomy and wine

Our gastronomy objective is to bring the ECoC region’s high quality local ingredients, local producers and of course the wine culture of the region to the attention of national and international audiences. Among other things, we will do this by launching a quality premium wine & gourmet event, professional training for restaurants in the region, inviting internationally renowned chefs and collaborating with local gastronomy operators.



Literary programmes

Our aim is to introduce contemporary writers from the region in new ways, to popularise forgotten yet significant authors and revive their works, collaborate with literary actors from the region and international literary figures, and create literary reflections on Lake Balaton, Veszprém and the region.



Community development and community building

Involving local people in the implementation and promotion of the programmes is key to ensuring that viable events and usable models remain there for local people after 2023. To this end, we are working with local civil organizations, holding training sessions and forums, involving them in programme development, and launching a number of community-building programmes.



Analogue and digital visual arts, audio-visual arts programmes

Domestic and international artists, visual artists, events, actions, exhibitions, traditional and special venues, diverse artistic disciplines and media shape ECoC’s visual arts programmes. The focus of ECoC’s visual arts events includes showcasing local artistic heritage, positioning and raising the visibility of artists, institutions and organizations working in the visual arts in the region, and visual arts education.



Cultural Landscape programme package

Through the Cultural Landscape programme, we invite researchers, creative professionals and artists committed to Lake Balaton and the Balaton landscape to collaborate and give a voice to nature through their work and help more people understand the most important connections for the future of this landscape through the experimental events of Balatorium.



Theatre and dance

Modern and classical performances, workshops and national premieres of international co-productions add colour to this programme of events, which includes almost all branches of dance and theatre. In addition to exciting performances, theatre education/theatre-goers' education and sensitisation are also important elements of the programmes.



Urban design projects

It is these projects that represent the main way to achieve the basic horizontal objective of making Veszprém a more liveable city, a small metropolis with dimensions far beyond its size. Under our Playful City package, we want to create a walking route by reinterpreting the city's public spaces, where play elements designed for each space can help all open-minded adults and children, whether tourists or residents, break out of the routine of everyday life.



Horizontal objectives (visitor-friendly events, environmentally sustainable programmes, child-friendly solutions)

We pay particular attention to social and environmental sustainability in our projects. We are working in small, educational steps to create a visitor-friendly approach and family-friendly programming, and to minimise the environmental impact of our events in order to become a more sustainable and accepting creative region by 2023. We want these principles to be present in the everyday lives of everyone who works with us also beyond 2023.





Veszprém-Balaton 2023
European Capital of Culture



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